

Billboard Design

Also known as outdoor advertising, design for large formats such as billboards have a tremendous effect on the surrounding society and culture. You can tell a lot about an area from the outdoor advertising you see.

Project

Students will create a billboard design for the City of Waltham, with a focus on "Strength in Diversity". The billboard will be displayed on top of the high school, city hall and any other Waltham location (with the help of Photoshop).



Cultural Diversity

Diversity is a commitment to recognizing and appreciating the variety of characteristics that make individuals unique in an atmosphere that promotes and celebrates individual and collective achievement. There are 42 different languages spoken at the Waltham high school, each with its own cultural customs and ideals for living.

Billboard specifications:

Adobe Photoshop

3 x 10 / 200 dpi / RGB / save as .psd

Save finished design as "final"

Place the final design into one of the billboard templates on the X drive and save as "location"

Save each file in two different formats:

For print

Flatten layers, change color mode to CMYK and save as a Photoshop PDF file. This file will be used for print.

Post to the wiki!

Change the image size to 72 res, RGB color mode and save as a jpeg. Then post this image to your wiki page.

Design Requirements

- ❖ Although you may use images from the internet, you must incorporate original photos into the design.
- ❖ Slogan—A slogan is a short phrase designed to catch attention and convey an idea. Try to simplify the slogan to no more than 8 words. Create a slogan based on your ideas about the strength in Waltham's (and WHS) diversity.
- ❖ Strength in Diversity
- ❖ Text or logo indicating Waltham or the Waltham High School

Design Tips

Keep the layout simple. The viewers don't have a lot of time to read a complicated message. It must be short and focused solely on the concept.

Make the ad stand out. If you want your ad to be noticed, the billboard can't blend in with its surroundings. Use bright vibrant colors with a high contrast so it will be highly visible. Simplify the background.

Inquiry Questions

How is your life touched by diversity?

How is your life affected by diversity?

What is your families' ancestry/heritage?

Where were you born?

What is your culture/race?